

Message Text

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PAGE 01 ABU DH 01541 231127Z

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 AGRE-00 EUR-12 /030 W

-----231353Z 004200 /50

R 231050Z MAY 77

FM AMEMBASSY ABU DHABI

TO USDOC WASHDC

INFO SECSTATE WASHDC 6119

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DEPARTMENT PLEASE PASS DEPARTMENT OF AGRICULTURE

E.O. 11652 N/A

TAGS: BBAK, EAGR, TC

SUBJ: CHICKEN INDUSTRY IN UAE AND REQUEST FOR INFO ON POSSIBLE
OPERATOR

1. EMBASSY WAS VISITED MAY 22 BY ELWOOD C. WILLIARD
(P.O. BOX 72, KLINGERSTOWN, PENNA. 17941), U.S. POULTRY
MANAGEMENT OPERATOR WHO IS SEEKING LOCAL GOVERNMENT
FINANCING FROM UAE DEVELOPMENT BANK OF \$40-54 MILLION
CHICKEN FARM IN SHARJAH. MR. WILLIARD HAS ESTABLISHED
LOCAL COMPANY, TRANS WORLD PRODUCTS, LTD. IN ASSOCIATION
WITH POLITICALLY POTENT LOCAL SPONSOR.

2. ACCORDING TO WILLIARD, BELGIAN AND GERMAN COMPANIES
ALSO TRYING TO WIN CONCESSIONARY LOCAL FINANCING FOR
CHICKEN FARMING OPERATION AND BELGIAN EMBASSY HAS ATTEMPTED
TO INTERVENE IN BELGIAN COMPANY'S FAVOR. WILLIARD SAYS
THAT DECISION ON WHO GETS CONCESSIONARY FINANCING WILL BE
MADE A HIGH POLITICAL LEVEL (AND HE MAY ASK EMBASSY TO
PUT IN OAR IN HIS BEHALF WITHIN NEXT TWO WEEKS).

3. LOCAL POULTRY BUSINESS DEVELOPMENT POSSIBILITIES
DEFINITELY EXIST HERE BECAUSE OF MARKET FOR FRESH
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PREMIUM PRICED CHICKENS ALTHOUGH OTHERS MAY BE AHEAD
OF WILLIARD. LOHMANN AND CO., AG OF WEST GERMANY JUST
RECEIVED ORDER FOR TURNKEY BROILER FARM AND MANAGEMENT
CONSULTANCY. OUTPUT IS GEARED TO 15 MILLION EGGS AND
2.5 MILLION BROILERS, ACCORDING TO MAY 9, 1977 MIDEAST
MARKETS. MAIN MARKET HERE WILL CONTINUE TO BE FROZEN
POULTRY WHICH LAST YEAR AMOUNTED TO ABOUT 22 MILLION

KILOS OF WHICH 4 PERCENT WAS FROM U.S.

4. 1976 UAE IMPORTS OF FRESH CHILLED AND FROZEN POULTRY
TO ABU DHABI:

TOTAL 4.99 MILLION KILOS
FROM USA .11 MILLION KILOS

TO DUBAI:

TOTAL 16.79 MILLION KILOS
FROM USA .72 MILLION KILOS

90-95 PERCENT OF THE CHICKEN ENTERING ABU DHABI IS FROZEN.
VIRTUALLY ALL OF THE CHICKEN ENTERING DUBAI IS FROZEN.

5. ACTION REQUESTED: WILLIARD WAS EVASIVE WHEN EMBOFFS
INQUIRED ABOUT HIS FINANCIAL STRENGTH (HE PROBABLY WILL
BE ASKED TO PUT \$5 TO 7 MILLION EQUITY). PLEASE GIVE
US BACKGROUND, BUSINESS EXPERIENCE AND FINANCIAL READING
ON HIM SO THAT WE MAY SUPPORT HIS CASE IN POLITICAL
ARENA AS WELL AS IT MERITS.

DICKMAN

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
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